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Attorneys for Purple Innovation, LLC

**IN THE UNITED STATES DISTRICT COURT
DISTRICT OF UTAH, CENTRAL DIVISION**

**PURPLE INNOVATION, LLC, A
Delaware limited liability company,**

Plaintiff,

v.

**HONEST REVIEWS, LLC, a Florida
Corporation, RYAN MONAHAN, an
individual, and GHOSTBED, a
Delaware corporation,**

Defendants.

***EX PARTE MOTION TO FILE UNDER
SEAL – OPPOSITION TO
DEFENDANTS’ MOTION TO EXTEND
DUE DATE FOR REPLY IN SUPPORT
OF HONEST REVIEWS, LLC AND
RYAN MONAHAN’S MOTION TO
DISMISS FOR LACK OF PERSONAL
JURISDICTION***

Case No.: 2:17-cv-00138-DB

Honorable Dee Benson

Pursuant to DUCivR 5-2, Plaintiff Purple Innovation, LLC (“Plaintiff” or “Purple”), by and through its counsel of record MAGLEBY CATAKINOS & GREENWOOD, hereby moves the Court for leave to file under seal its Opposition to Defendant’s Motion to Extend Due Date for Reply in Support of Honest Reviews, LLC and Ryan Monahan’s Motion to Dismiss for Lack of Personal Jurisdiction (the “Opposition”).

DUCivR 5-2(a) provides that “[o]n motion of a party and a showing of good cause, a judge may order a . . . document filed in a civil case to be sealed.” In this matter, good cause exists to seal Plaintiff’s Opposition. The Opposition and its exhibits contain information that is highly confidential. Indeed, many of the exhibits contain “sensitive technical information, including . . . manufacturing information . . . [and] technical analyses” related to Purple’s products. [Standard Protective Order, § 2(b)]. Accordingly, these documents have been designated CONFIDENTIAL INFORMATION – ATTORNEYS EYES ONLY pursuant to the Standard Protective Order. To maintain the confidentiality of such documents, and the confidentiality of Purple’s proprietary manufacturing methods, the Opposition should be filed under seal. A proposed order is attached and emailed to chambers.

Pursuant to DUCivR 5-2(e)(3), counsel certifies that the Opposition and the exhibits are entitled to protection under the terms of the Standard Protective Order. Counsel further certifies that the Opposition contains such an abundance of confidential information that filing a redacted version would not be meaningful.

DATED this 2nd day of May, 2017.

MAGLEBY CATAKINOS & GREENWOOD



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CERTIFICATE OF SERVICE

I hereby certify that I am employed by the law firm of MAGLEBY CATAKINOS & GREENWOOD, 170 South Main Street, Suite 1100, Salt Lake City, Utah 84101, and that, pursuant to Rule 5 of the Federal Rules of Civil Procedure, I served a true and correct copy of the foregoing **EX PARTE MOTION TO FILE UNDER SEAL – OPPOSITION TO DEFENDANTS' MOTION TO EXTEND DUE DATE FOR REPLY IN SUPPORT OF HONEST REVIEWS, LLC AND RYAN MONAHAN'S MOTION TO DISMISS FOR LACK OF PERSONAL JURISDICTION** upon the following via ECF and/or electronic mail this 2nd day of May, 2017:

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